

THE DAILY STORE NEWS OF LANSBURGH & BRO.



Telephone Main 6853
Mail Orders Promptly and Efficiently Filled.

EDITORIAL

What "Quality" Stands for Here

There is no reason for a person to trade in this store unless convinced that the dollar spent buys a dollar's worth of merchandise. Prejudices in favor of friendly relations existing between the employee or owners and the customer should not influence the customer to patronize this store—quality alone should determine that.

Quality always determines the price here—the looks of a thing has nothing to do with the value that we or you place upon it. The service it gives is the true measure of its worth.

The price you pay is the price paid for knowing in advance that your money has secured the utmost value that it is possible to give. It is a rule that has always held good here and it means that no matter how low the price may be the goods will be the best of the kind that the price can buy.

The inclination to give is far stronger here than the desire to get and that refers to the quality of everything we sell.



Famous Nemo Corsets

HEALTHY AND ULTRA-STYLISH.

We are showing the latest models. We want you to see them NOW—while they are being explained and fitted by Miss M. M. Hallett, of the Nemo Hygienic-Fashion Institute, New York.

Miss M. M. Hallett is an expert corsetiere, and this is a splendid opportunity for you to select your corset. It will give you the fashion lines required for the coming styles, and will protect your health and insure your comfort.

Nemo Wonderlift, Self-reducing and Back-resting Corsets—for All Figures—\$3.50, \$4.50, \$5 and Up.
Third Floor—Lansburgh & Bro.

TOMORROW---FOUR BIG LOTS OF SPRING SUITS AT GREAT REDUCTIONS



The buyer of our apparel section comes forward with an extra effort to create the greatest day's suit business in our history. Practically our entire stock of women's and misses' Spring Suits has been divided into four big lots and repriced for a quick clean-up. At these reduced prices they represent the greatest money's worth to be found in this or any other city. The prices have been lowered from \$5.00 to \$20.00 on a garment, and it behooves you to act promptly while the assortments are complete. Be here tomorrow morning at store opening. Sale starts at 8:45 a. m. Extra salespeople to serve you promptly. Every Suit is perfectly tailored and finished. The newest styles, materials and colors, in all sizes, for women and misses.

Spring Suits at \$12.95

All the newest and most desirable styles made of serge, gabardine, shepherd checks, velours, in such favored colors as gold, navy, black, magenta, rose, green, Copenhagen, Etc. There are many different models, but in some instances the quantity of each style is limited. Sizes 16 to 46.

Spring Suits at \$17.95

Poirot twills, gabardine, serges, poplins, gunniburris, shepherd checks, vigaroles, and taffetas. All silk lined. Many with crepe de chine. Many have large separate collars of Khaki Kool, Yo San Silk Faille, flared with braided edges. Tailored sport and dress effects, in black and white, black, navy, gold, Copenhagen green, rose, tan, sand, wistaria, navy and Copenhagen blue.

All sizes 16 to 44.

Spring Suits at \$24.95

This lot comprises many garments that were made to our special order, and include taffetas, figured silk poplins, tricotines, burella, ar many other popular fabrics, in pale blue, rose, apricot, Copenhagen green, gold, sand, tan, taupe, navy blue and black. Every suit beautifully tailored, lined and finished. The styles are really wonderful and you must see them in order to appreciate the extraordinary values.

All sizes 16 to 54-1-2.

Spring Suits at \$34.95

This collection of garments is composed of some of our most exclusive models, such as plain tailored belted effects with plain skirts, except for a neat pocket or trimmings of buttons. Come in such materials as serges, tricotines, velours, taffetas, Jerseys, in such colors as rose, apricot, gold, taupe, brown, tan, Copenhagen, navy and black, and lined with peau de cygne and crepe de chine. All sizes from 16 to 54-1-2.



Owing to the great reductions, we must ask our patrons to conform to the rules of this sale—none sent C. O. D. or on approval, none will be credited—all sales must be final.

Second Floor—Lansburgh & Bro.

Many Charming Styles in These Black, Black and White and Leghorn Hats for Women And They're Priced So Moderately, Too—Only \$5.00 and \$7.50



Light and airy summer millinery in the latest authentic modes. A comprehensive showing, which includes Milans, Leghorns, Hats of Crepe, Hair Lace Hats and Bankoks, trimmed with garniture that is characteristic of the summer season. Flowers both large and small, wheat, birds' wings, feathers and Oriental novelties in great variety. All the very newest and most popular shapes are included in this vast assortment.

Just Arrived—Another Lot of

Snappy Sport Hats at \$1.49 to \$4.95

There are hundreds of them and hardly two alike. All the newest materials, styles and colorings. See them tomorrow.
Second Floor—Lansburgh & Bro.

Dainty Silk Underwear and Undermuslins

That Give the Wearer So Much Satisfaction

Nainsook \$1.95 Pajamas,

Pajamas made of fine nainsook, in flesh, lavender, maize and light blue; hand-embroidered with French knots; sleeveless models, with lace trimmings; also long-sleeved models. These come in two-piece effects, in slip-over models with elastic at ankle. Price \$1.95.

Philippine Hand-embroidered Night Robes, all hand-sewn; slip-over models, with dainty hand-embroidery. Price \$1.95.

Same styles with more elaborate embroidery, at \$3.95.

Night Robes and Envelope Chemises, made of fine nainsook; all prettily trimmed with dainty lace and fine embroidery. Price \$99c.

Drawers made of cambric; open or closed and circular or straight models; prettily trimmed with lace and fine embroidery. Price \$50c.

Third Floor—Lansburgh & Bro.

Men! These Hand-Stenciled Japanese Crepe Four-in-Hands

Are Shown in One Hundred Distinct Styles

Our Latest Neckwear Novelty at 55c

They're wonderfully smart—such odd patterns and color combinations, real Oriental effects. They're different from the usual run of neckwear and you'll want three or four of these when you see how beautiful they are. Notice the large window display, then come inside and take your choice.

And Here Are Many Other Furnishings You Need at Very Attractive Prices.



Necktie Shirts, in so many different patterns you can't count them; materials the best; absolutely perfect quality. 79c.

Necktie Shirts, a special in white and striped patterns; soft cuffs. 95c.

And the Wash Ties, At 12 1/2c.

—should create a furor: tubular woven; they will wear almost indefinitely. Get a supply tomorrow.

The Right Pajamas, look right and feel right. Some corking good specials tomorrow.

At \$2, \$1.75 and \$1.15

Checked Muslin Union Suits, Vindex make, of exceptional merit; athletic style; all sizes; perfect; three superior grades, at 59c, 80c, 79c and \$1.00.

Fiber Silk Shirts, in the best patterns generally found in silk shirts; colors galore. \$3.95, \$2.50, \$2.98 and \$3.35.

Real Silk Shirts, a thousand to choose from; heavy tub and crepe qualities; some patterns and colorings.

\$3.95 to \$7.95

A Night Robe Lender for tomorrow; Cambric Robes with V neck, some plain white, others trimmed; full cut, of course, and perfect, absolutely. Some say today, 49c; we say tomorrow, 55c.

Direct Street Entrance to Men's Shop—Lansburgh & Bro.

Fix Up Your Home for Summer

Our upholstery department is splendidly ready to help in selecting the draperies, floor coverings, slip cover materials, etc. Our orders were placed months ago, which enables us to quote the lowest possible prices on the season's most desirable merchandise.

FACTORY REMNANTS AND SHORT PIECES LINOLEUM WORTH TO 69c Sq. Yd. 29c

We secured quite a lot of these short ends (1x2) yards each in a great variety of pretty designs and colorings. Enough for vestibule or bathroom, and the entire piece is only 58c.

Larger pieces—2 yards wide and containing 3 1/2 to 9 square yards—at 39c sq. yd.

\$1.25 Inlaid Linoleum, sq. yd., 79c.

3 to 11 square yards to the piece—all good colorings and patterns.

Crex and Rattania Rugs

Complete showing of the new 1917 designs in all the newest colorings. All sizes from 18x36-inch up to 9x12-feet.

Crex Rugs	Rattania Rugs
18x36 in. to 9x15 ft. 49c	30x60 in. 9x12 ft. At \$1.75 \$12.45

All intermediate sizes at corresponding prices.

1,500 Pieces of Cretonnes

The season's newest and most desirable styles and colorings. These include a full representation of the Puritan brand; also the linenized cretonnes.

At 25c, 30c, 45c and 59c yd.

4th floor—Lansburgh & Bro.

Order Now
Estimates cheerfully given on Slip Covers, Window Shades, Awnings.



Collapsible Sewing Baskets, worth \$1.50 At 75c

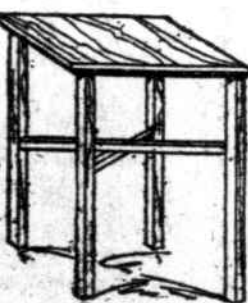
These come neatly boxed all ready to put together. They're made of solid red oak in mission finish and the body is draped with cretonnes in a great variety of beautiful colorings. 23 1/2 inches high, 11 1/2 inches wide, 11 inches deep.

Collapsible Tabourettes At 25c Ea.

No screws—put together with dowels.

Fumed Oak Folding Tabourettes that can be closed up when not in use; strongly made and nicely finished. Many other styles.

Tabourette and Telephone Stands, 39c to 89c ea.



We Still Have a number of Double-bed Size Mattresses

—on which the prices have been still further reduced. Some are slightly soiled and are sold "as are."

\$5.50 Mattress	\$2.99
\$4.95 Mattress	\$2.75
\$10.50 Mattress	\$6.00
\$12.50 Mattress	\$6.95
\$18.00 Mattress	\$9.00

Important Shoe News For Tomorrow Several Hundred Pairs of Women's PUMPS, OXFORDS and STRAP SLIPPERS Worth Much More Than Tomorrow's Selling Price AT \$2.95 A PAIR

An economy event that will be appreciated by hundreds of women tomorrow. These shoes have top-grade leather in their make-up and the workmanship is of our regular high standard.

Shoes of this kind at this remarkably low price are the scarcest things in the country today.

The styles are suitable for shopping, marketing, house wear, and many of them make fine dress shoes.

In some of the styles a size or two may be missing, but there is a good size range in the entire lot.

SIZES 2 TO 8—WIDTHS A TO E.

Shoes will be conveniently arranged according to sizes on tables for easy selection.

Every shoe will be carefully fitted by experts.

Second Floor—Lansburgh & Bro.



We've Never Seen Such Pretty Styles in Voile Blouses at \$1.00

And there are so many styles from which you may select—Blouses made of fine voile in all white or sport effects in colors; also white with colored trimmings. Tailored, embroidered and lace-trimmed models. In all sizes. On sale main floor.

New Sport Coats at \$1.98

Sport Coats in Japanese crepe or Gaiatea, in 3/4-length. The crepe garments are in colors with white collars, and the Gaiatea have fancy collars, large pockets and belts. Special at \$1.98.

Jap Silk Blouses at \$1.98

Blouses made of Jap silk in white and colors; also sport blouses in all the new colors and white. An unusual value at \$1.98. Second Floor—Lansburgh & Bro.



A Sale of Petticoats

Regular and Extra Sizes of Blue Chambray, at 69c

Petticoats in regular and extra sizes in blue chambray with deep ruffle and embroidered scallop; also come in striped gingham with ruffle and wide tucks. Special at 69c.

Petticoats in good quality white sateen in regular and extra sizes with ruffles and tailored flounces with tucks. Special \$1.00 at.

Petticoats in extra sizes made of fine cambric with deep scalloped ruffles. Double panel. Price \$1.50.

Petticoats made of wash silk in white, gold, orchid, green and Copenhagen. Double panel back and front. Price \$3.50. Third Floor—Lansburgh & Bro.

Enthusiastic Buying Will Be the Result of This

Sale of Silk Crepe de Chine

All Pure Silk and 40 Inches Wide. \$1.59 Quality, a yd. \$1.38

40-inch all-silk Crepe de Chine. A very crepey quality in all the wanted shades for waists, dresses or underwear. Select from the following colors: White, ivory, cream, flesh, pink, mauve, old rose, heliotrope, light gray, medium gray, gold, plum, wistaria, olive, myrtle, purple, Burgundy, African and golden brown, Copenhagen, Belgium blue, marine blue and navy, also black. Remember, this is the regular \$1.59 quality at yard, \$1.38.

\$3.50 Rookie Sport Silks at \$2.69

35-inch all-silk "Rookie Sport Silk," the season's most popular fabric for skirts and suits in shades of purple, gold, chartreuse, natural, old rose, new blue, emerald, Copenhagen, shadow lawn green, mustard, wild rose and King's blue. A conservative \$3.50 quality, at, per yard, \$2.69.

\$1.00 Shantung Pongee, yd. 79c

34-inch Genuine Shantung Pongee, a heavy silky quality in natural color only; \$1.00 quality at, yard, 79c.

\$1.25 32-inch Tub Silks in New Spring Styles, 89c

32-inch All-silk Tub Silks, guaranteed to wash and still retain their color and finish. A large assortment of different widths of stripes and colorings from which you may select. Regularly \$1.25 value, at, per yard, 89c.

\$1.25 Black Messaline, yd. 98c

36-inch All-silk Satin Messaline, in black ONLY. Perfectly woven and excellent finished quality, for one-piece dresses. Regularly \$1.25 value, at, per yard, 98c.

\$1.85 40-inch Georgette Crepe, \$1.59

40-inch All-silk Georgette Crepe in every wanted shade for street, afternoon and evening wear. Plenty of white, ivory, cream and black. Regularly \$1.85, at, per yard, \$1.59.

Main Floor—Lansburgh & Bro.

THE STORE OF GREATER SERVICE
LANSBURGH & BRO.

Daily Store Hours: 8:45 A. M. to 5:30 P. M.